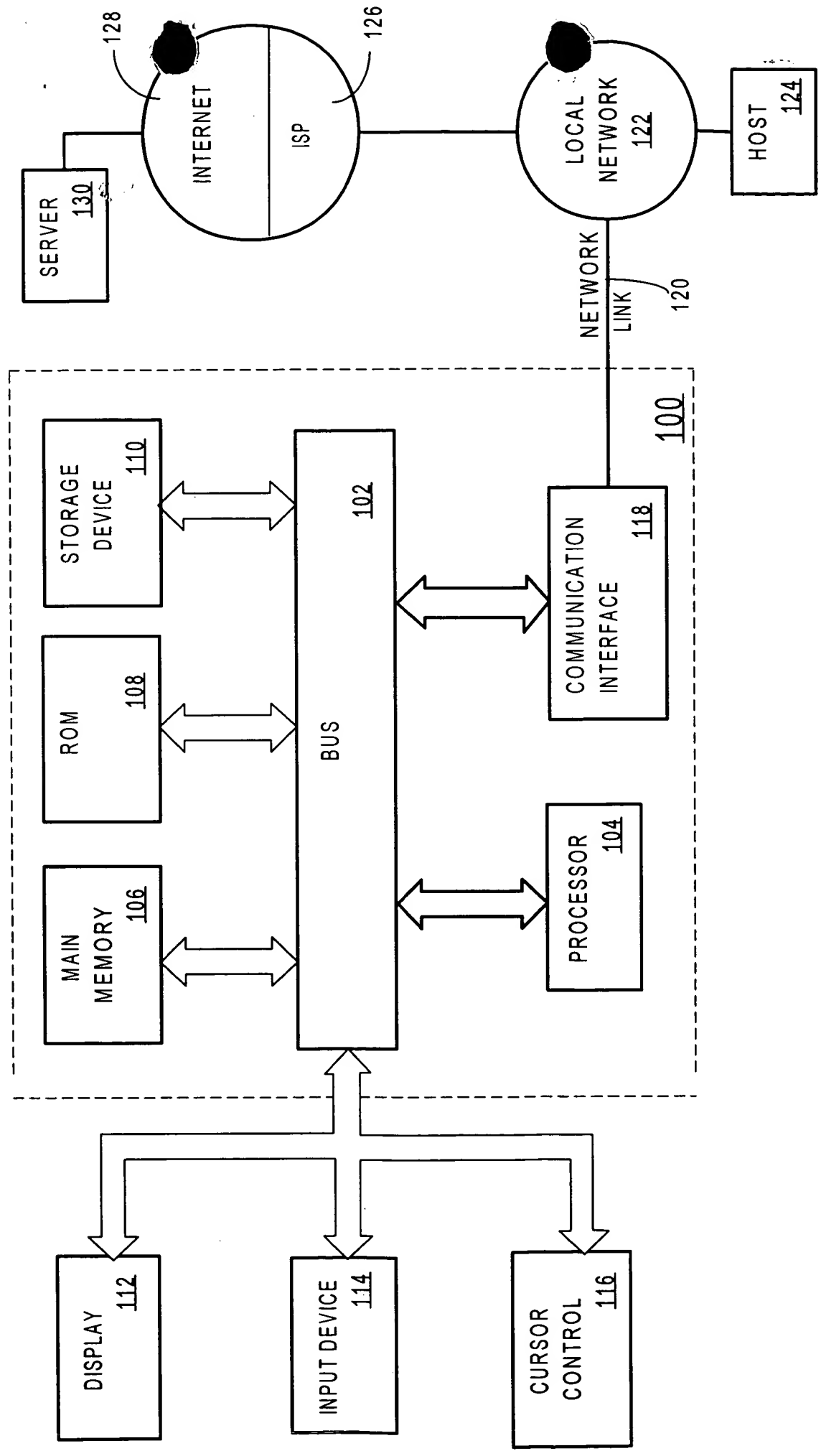


Figure 1



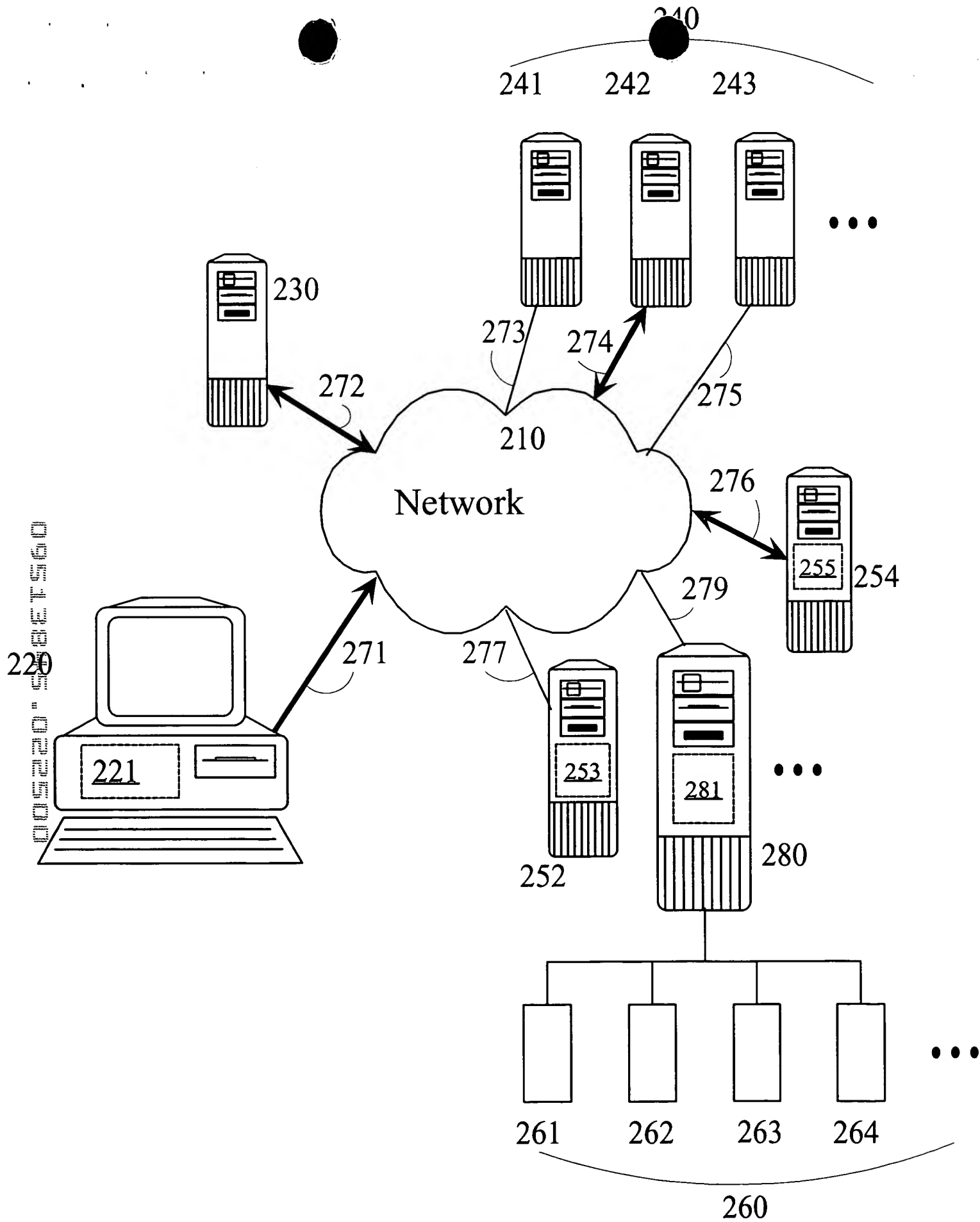


Figure 2

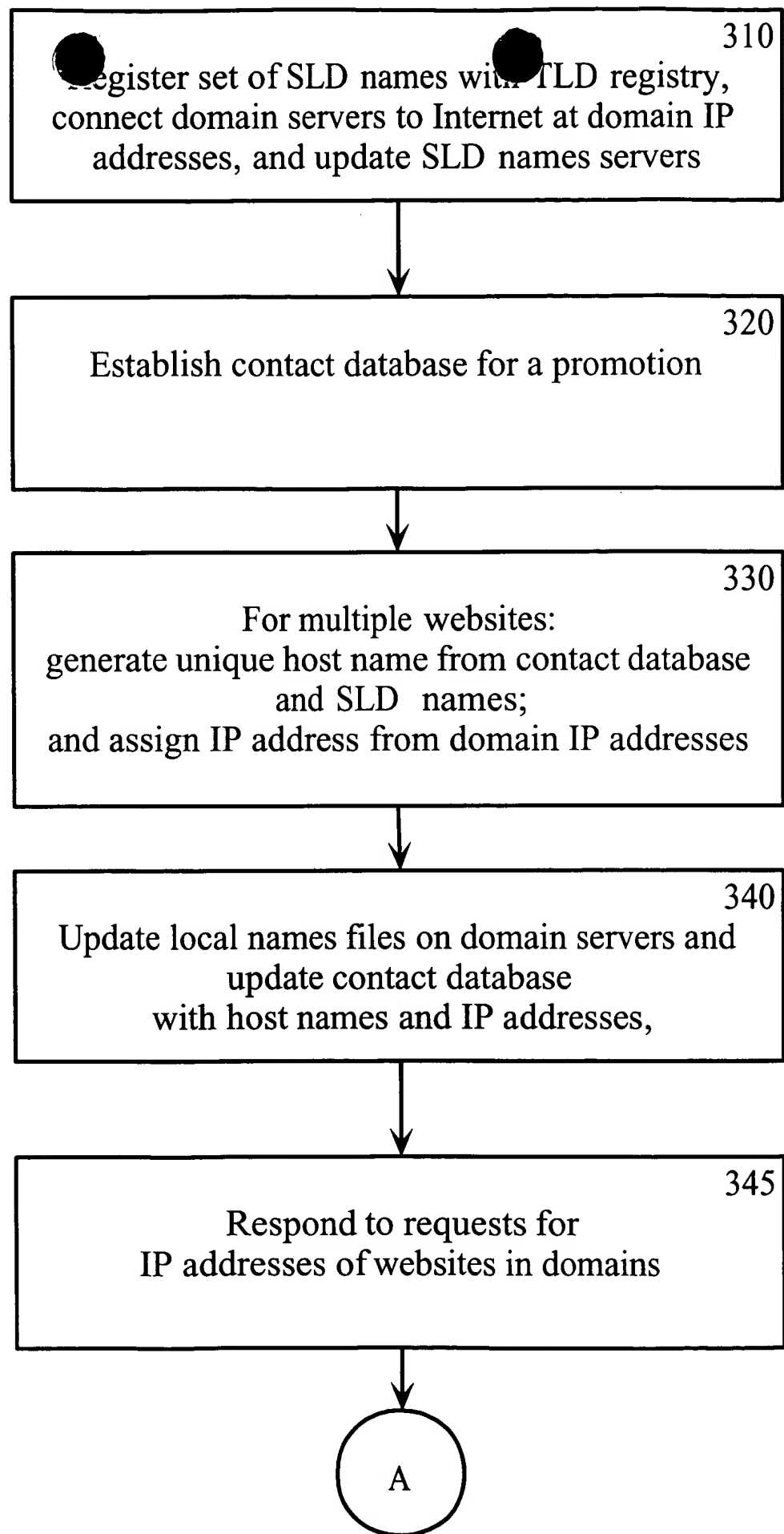


Figure 3A

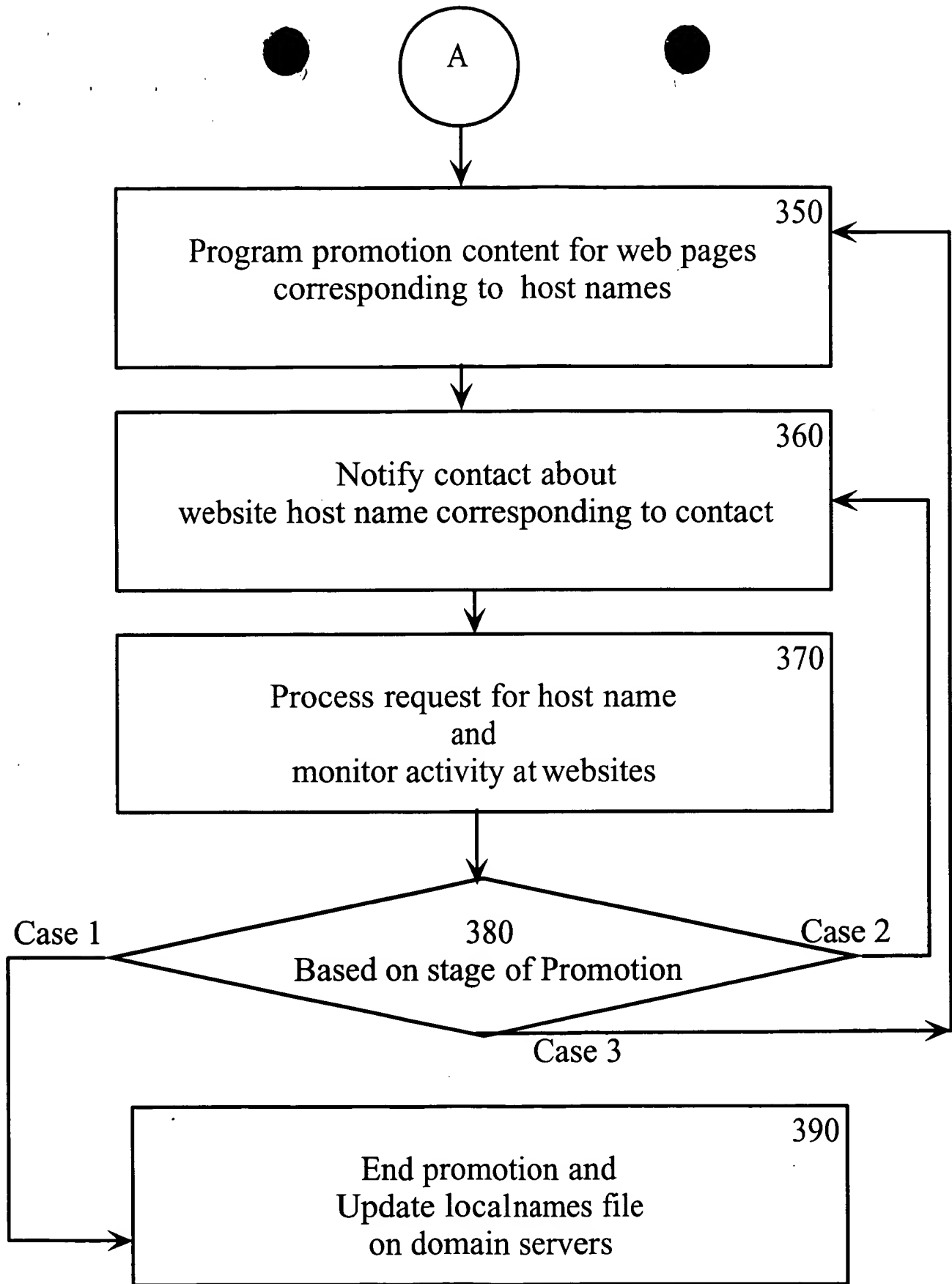


Figure 3B

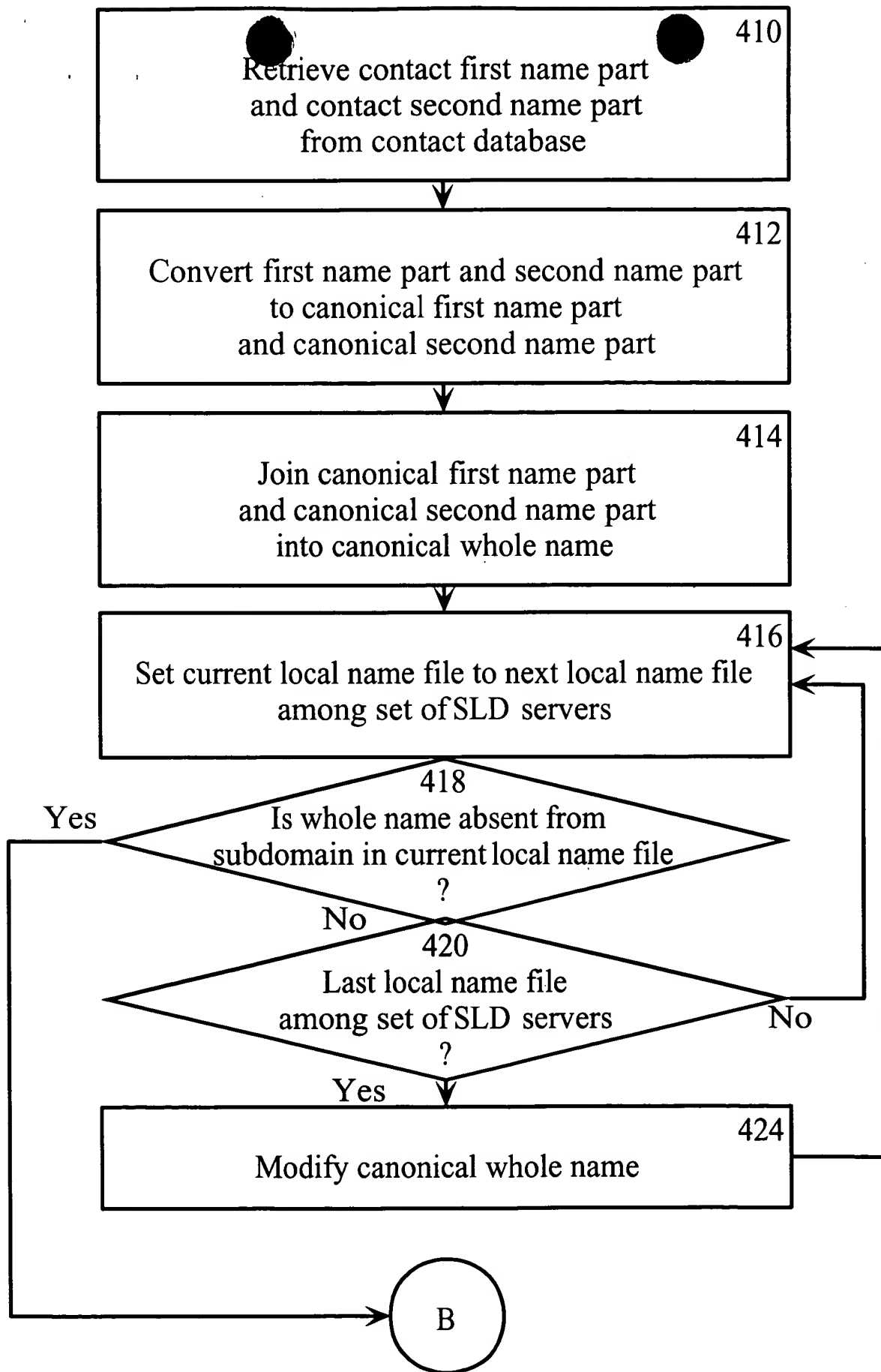


Figure 4A

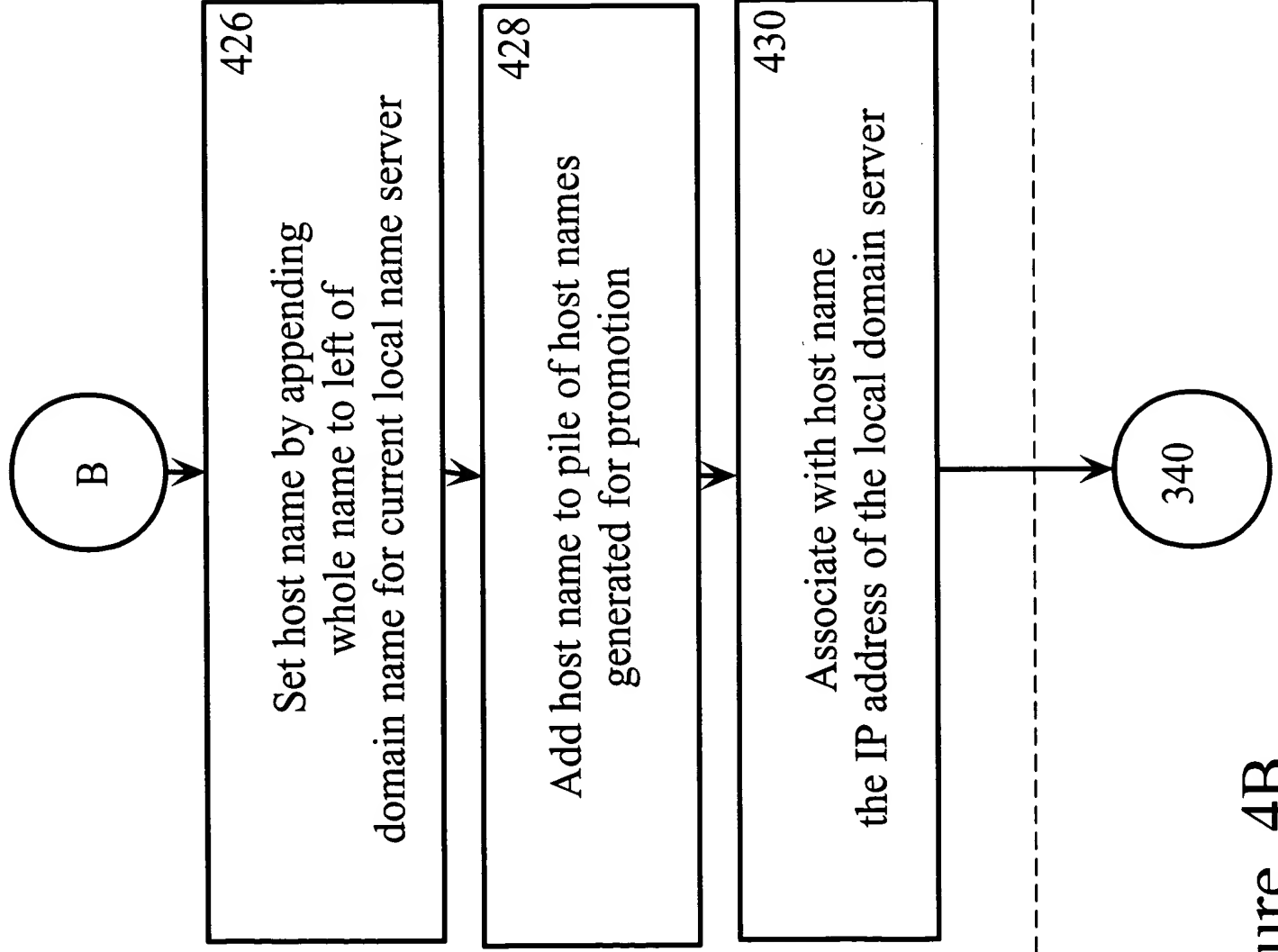


Figure 4B

442

Substitute initial character for
canonical first name part



444

Substitute nickname for
canonical first name part



446

Insert different separators between
canonical first name part and
canonical second name part



448

Add canonical characters based on
other data from contact database
to canonical whole name



416

Figure 4C

550 Promotion	552 contact first name	554 contact last name	556 contact company	558 contact address	560 contact phone #	562 host name	564 IP address
Sweaters Inc. Spring 2000	John	Smith	Fancy Store	Central Park, NY	(111) 555-1000	john-smith. sld2.com	570 w.x.y.z1
Sweaters Inc. Spring 2000	Mary	Jones	Mom&Pop	Main St., FL	(555) 555-1001	mary-jones. sld3.com	572 w.x.y.z1
Sweaters Inc. Spring 2000	Mary	Smith	Fancy Store	Rodeo Dr., CA	(999) 555-1010	mary-smith. sld4.com	574 w.x.y.z4
Sweaters Inc. Spring 2000	John	Jones	Depart. Store	Michigan Ave, IL	(333) 555-1100	john-jones. sld5.com	576 w.x.y.z4
Sweaters Inc. Spring 2000	Mary	Smith	Boutique A	Fifth Ave, NY	(111) 555-1111	mary-smith. sld2.com	578 w.x.y.z1
Sweaters Inc. Spring 2000	John	Smith	Famous Store	Penn. Ave. DC	(222) 555-1234	john-smith. sld3.com	580 w.x.y.z1
Sweaters Inc. Spring 2000	Mary	Smith	Little Shoppe	Bourbon St., LA	(777) 555-1001	mary-smith. sld5.com	582 w.x.y.z4

Figure 5A

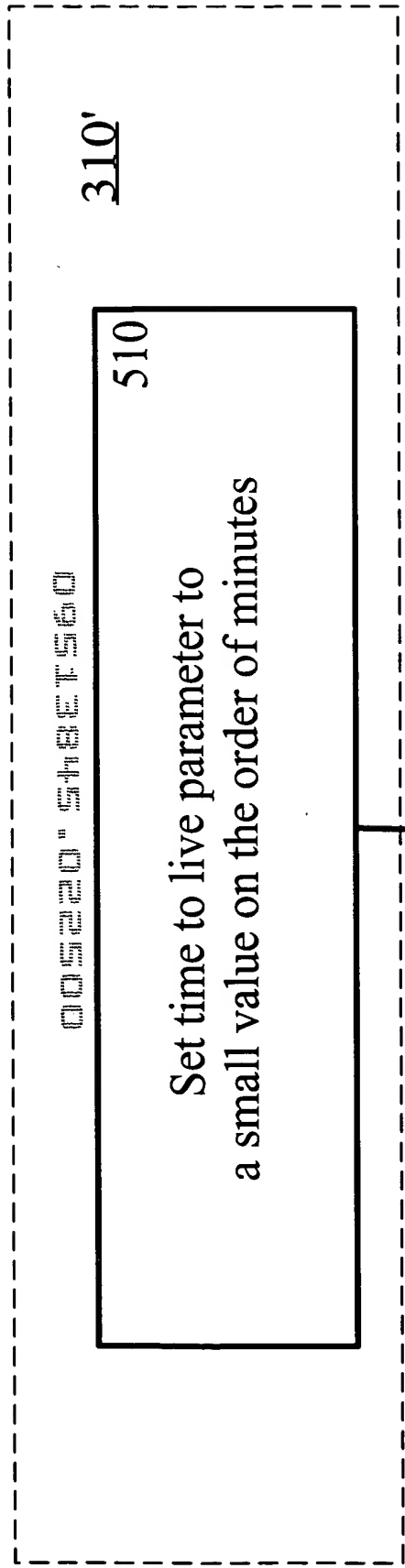


Figure 5B

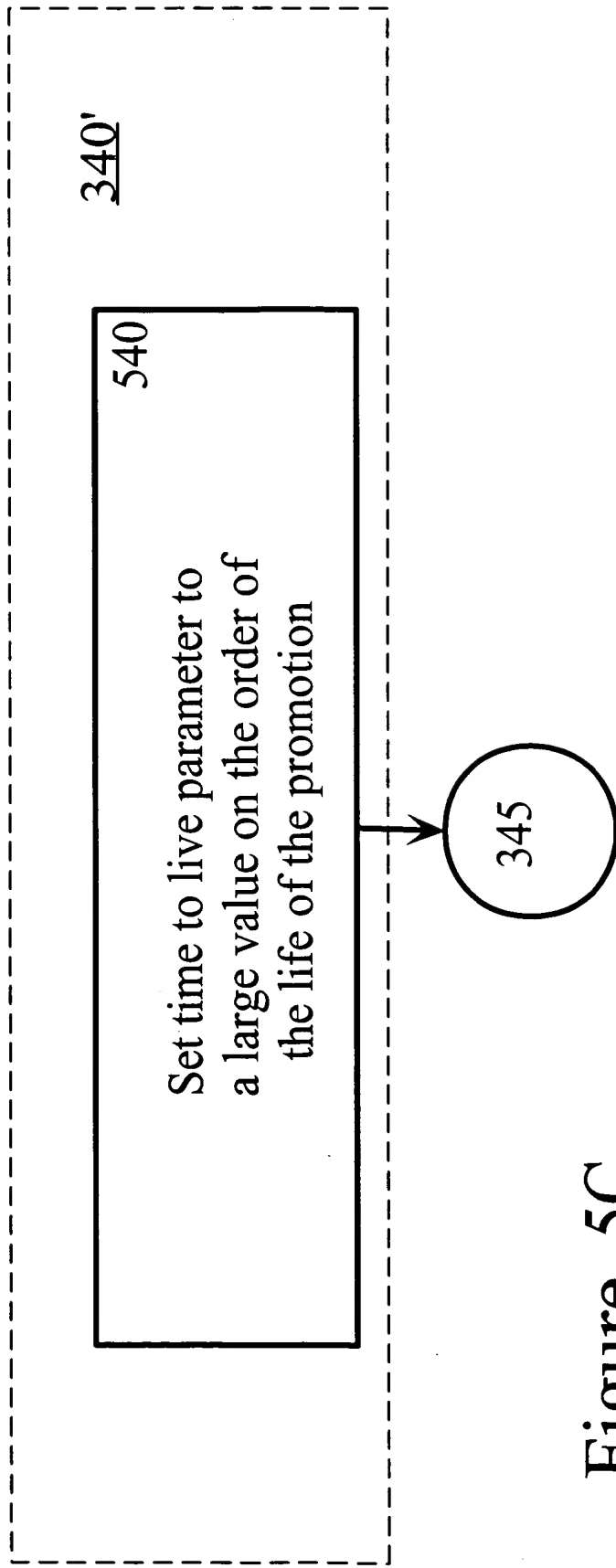


Figure 5C

Figure 6A

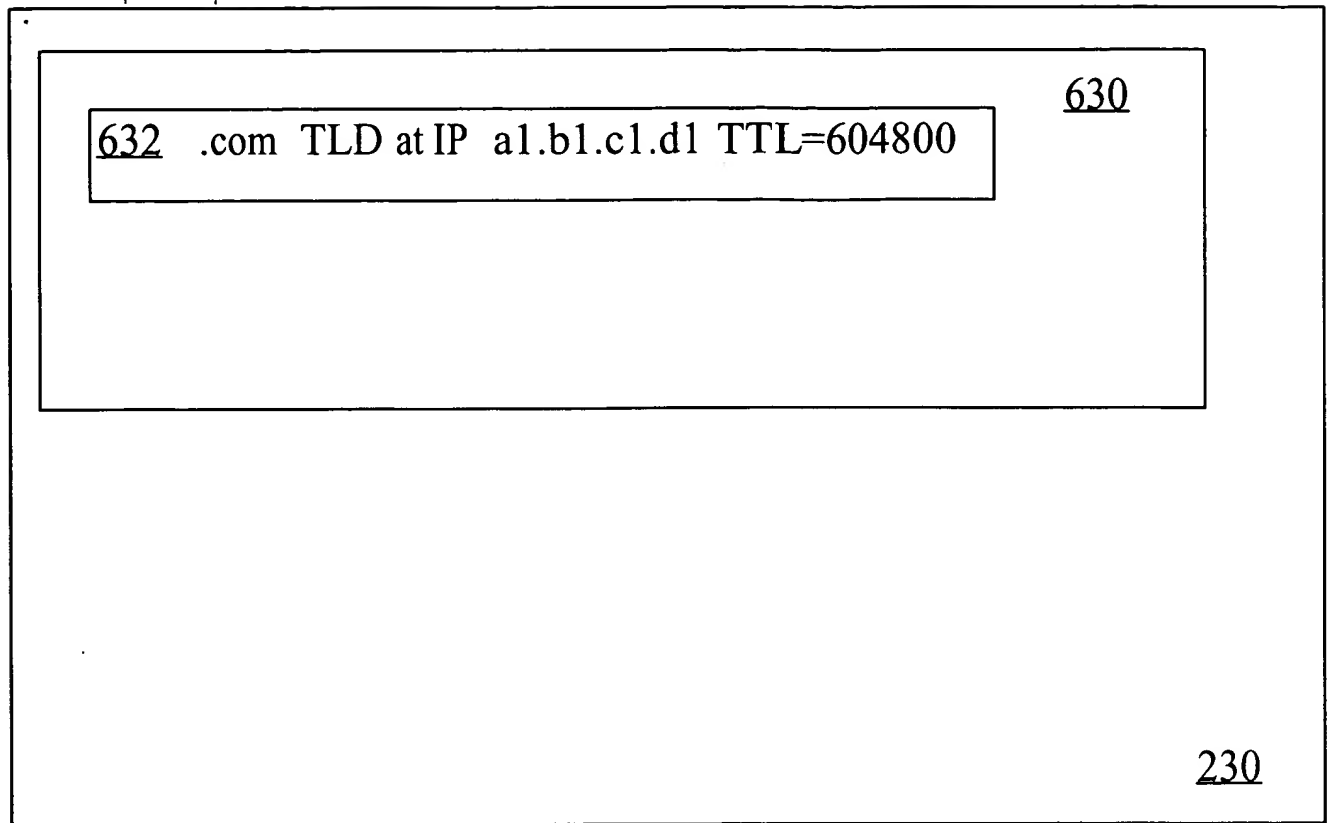


Figure 6B

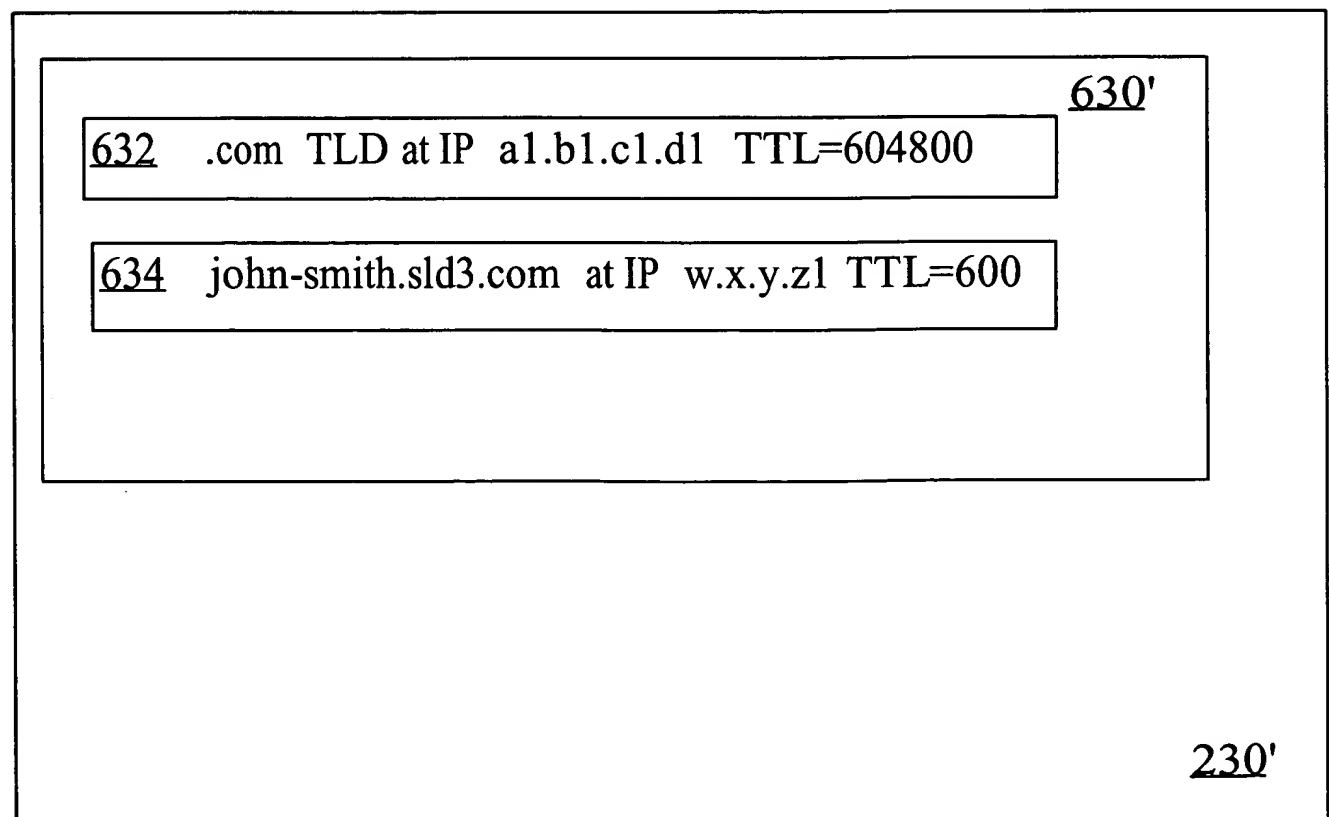


Figure 7A

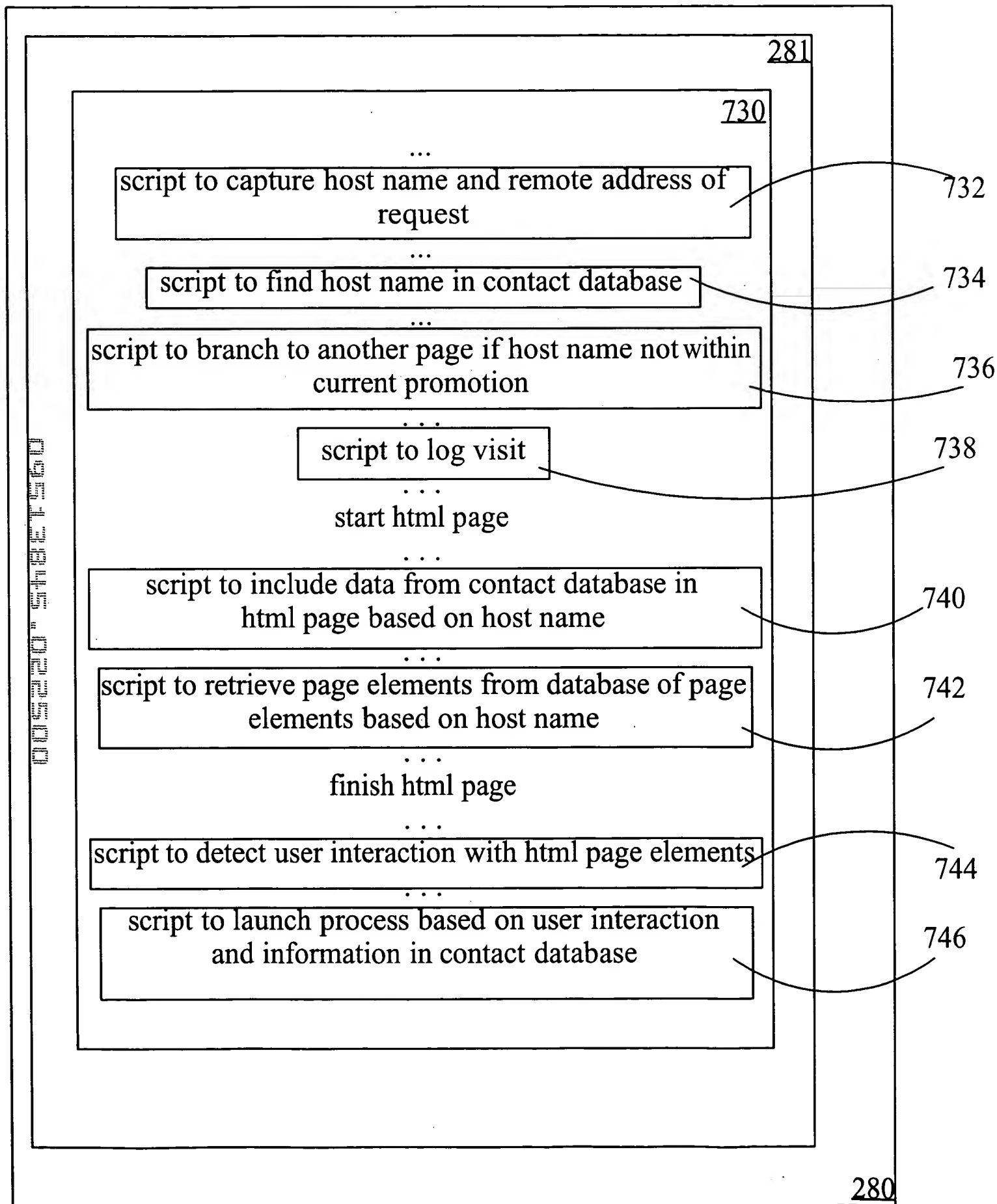


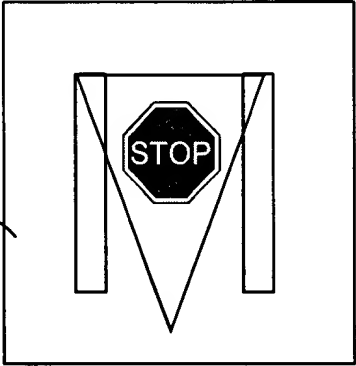
Figure 7B

Sweaters Inc

Welcomes

752 Mary Smith of Fancy Store 754
To Spring Fashions 2000

760



756

Just for you, Mary, Sweaters Inc, offers
free shipment to
Rodeo Drive , CA for orders totaling 6 gross. 758

757

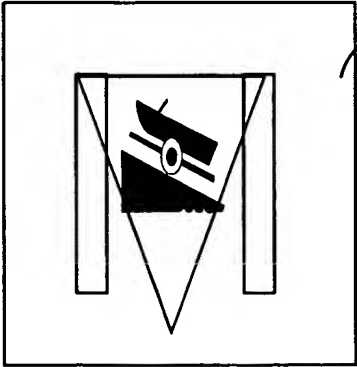
These are our top two sellers
so far this season.

763 ☐ Yes, I want to order!

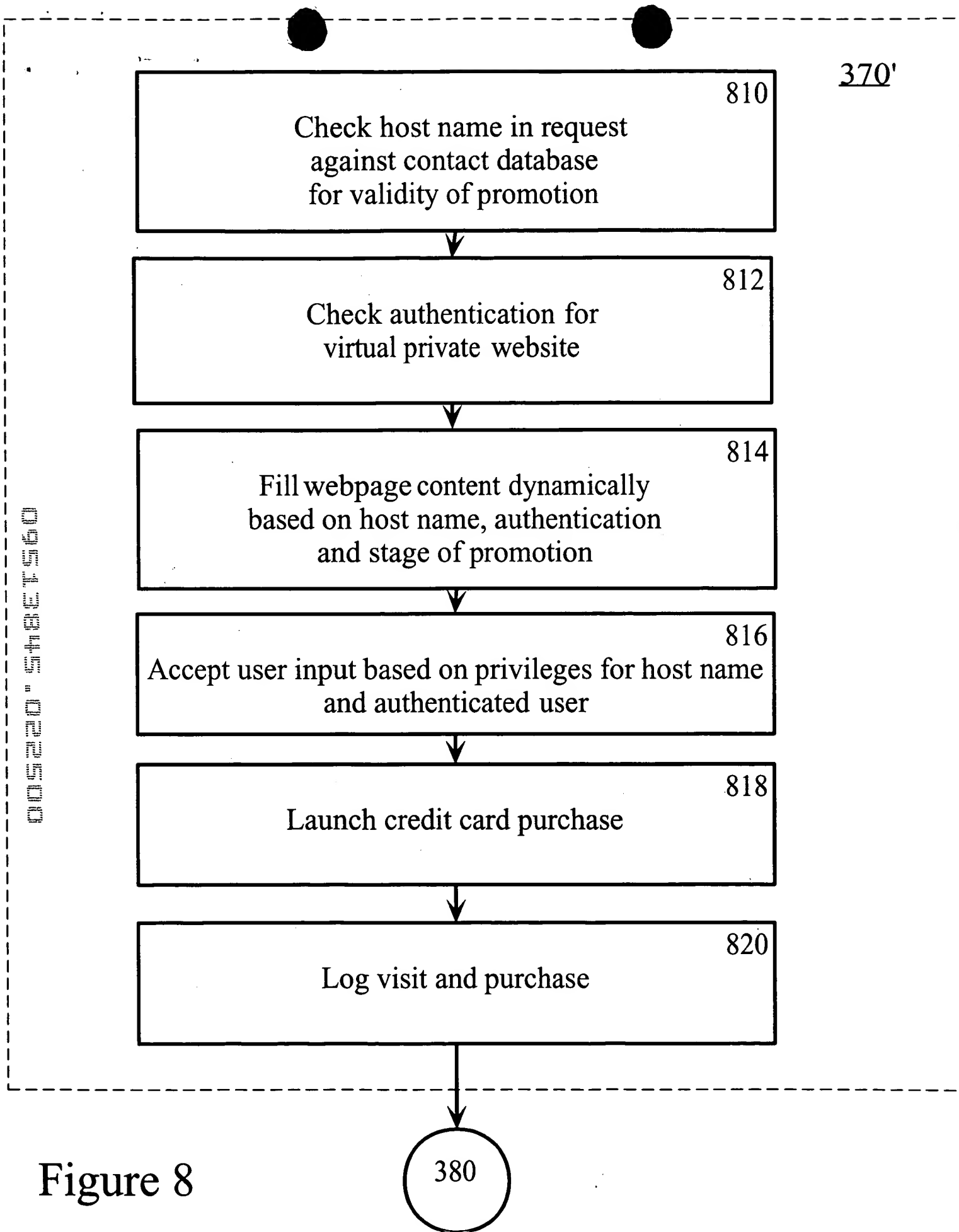
764 number (gross)

766 ☐ No, I will wait a while longer.

762



750



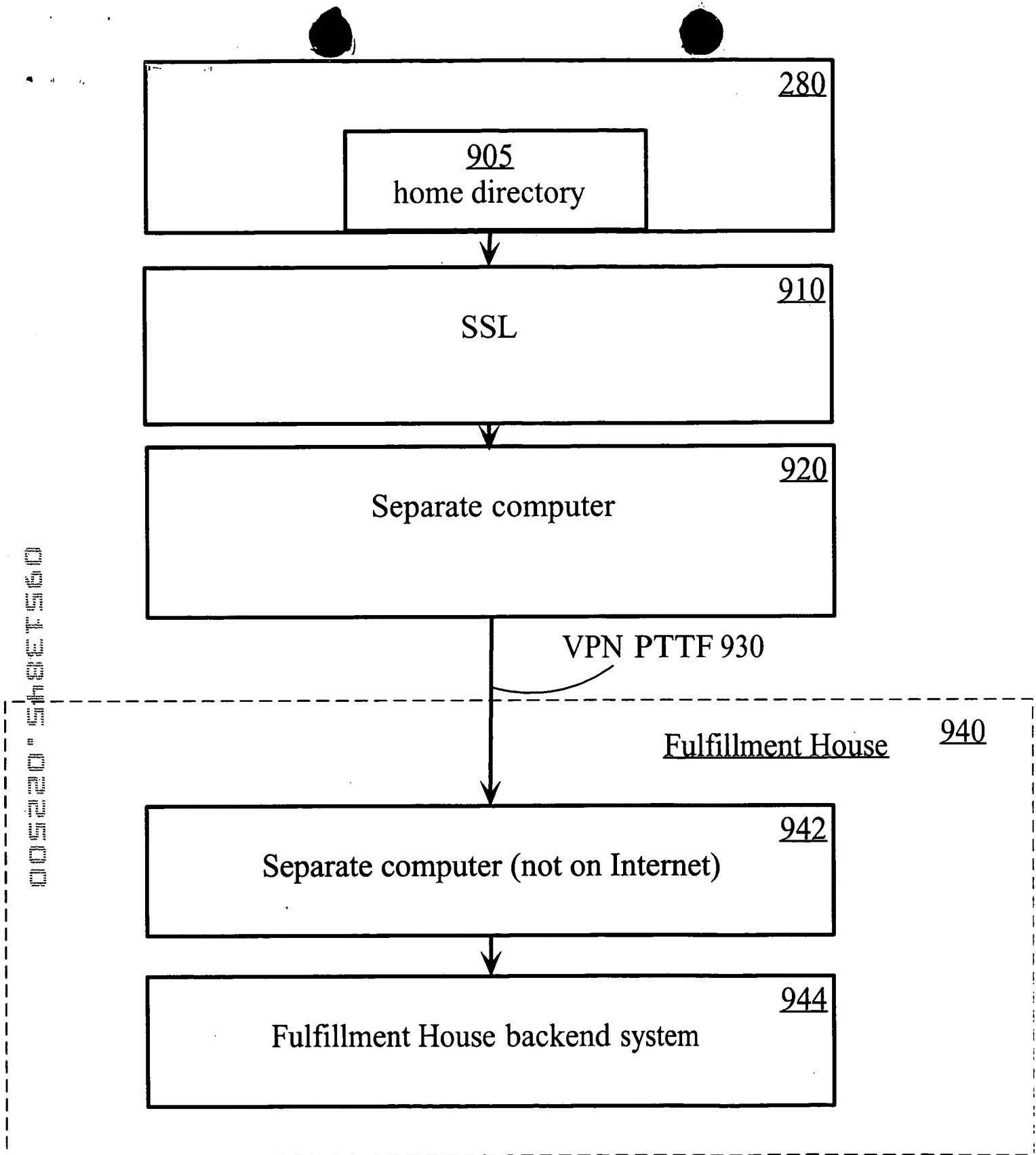


Figure 9

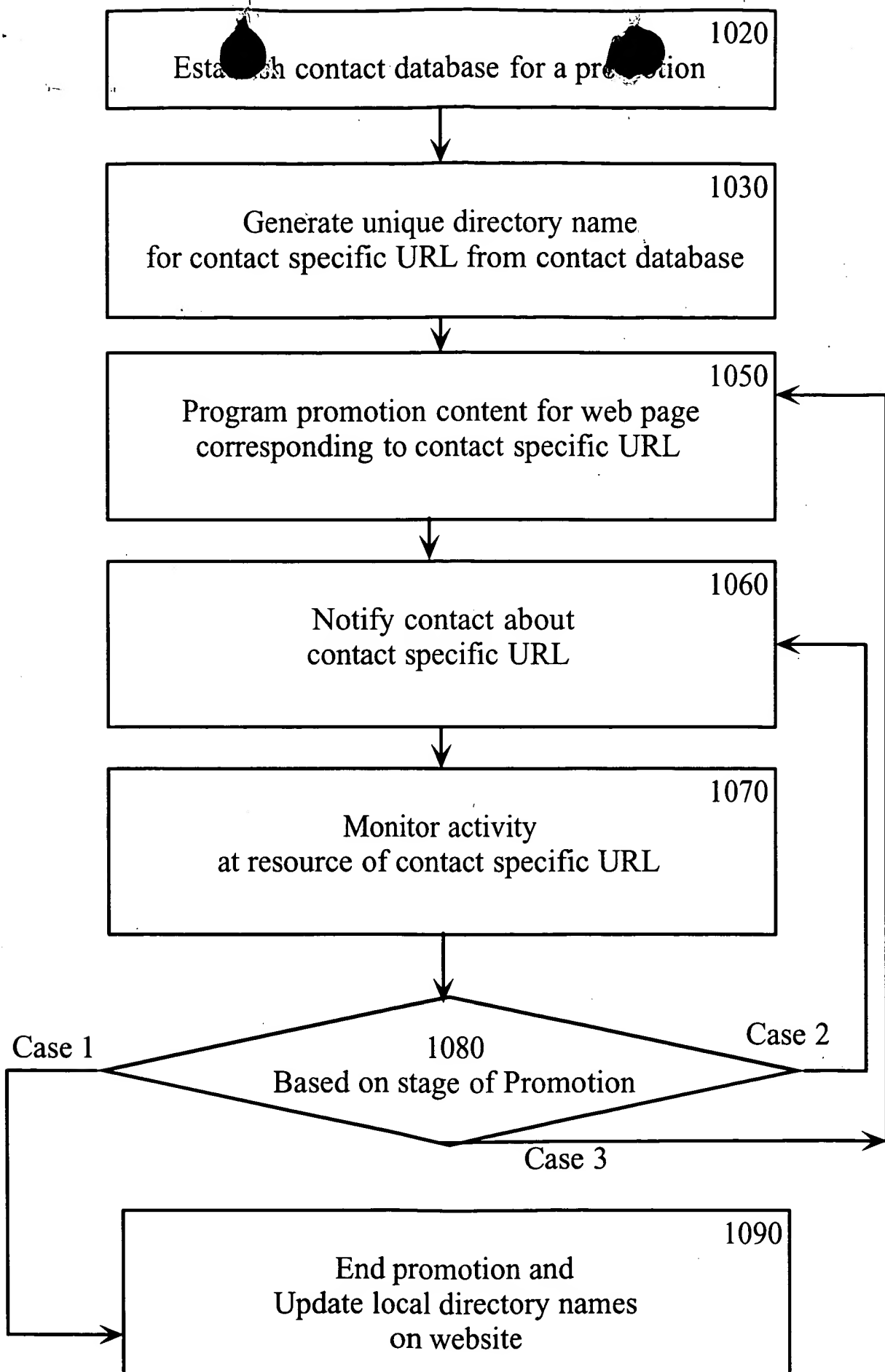


Figure 10